

Milutin Gicic (aka Milutin Gatsby)

Findings of Rapid Turnaround Research

13 JUNE 2014

Milutin Gicic, who goes by the name Milutin Gatsby, is a Serbian entrepreneur, movie producer, and philanthropist. He is best known publicly for his close association with international tennis superstar Novak Djokovic. Ergo's rapid turnaround research uncovered no derogatory information about Gatsby and confirms that he has close ties to established, reputable organizations and numerous celebrities and well-known international dignitaries.

Ergo checked Gatsby and his closest acquaintances against international criminal records, sanctions, and arms trafficking databases; no derogatory information was discovered. If desired, we can conduct interviews with sources close to Gatsby whom we have already identified to conduct additional research, both on Gatsby and on his relationships with Serbian business figures that we uncovered in our initial investigation.

Close Affiliation with the Novak Djokovic Foundation

Gatsby has a close public friendship with Serbian international tennis superstar Novak Djokovic and his fiancée Jelena Ristic. Gatsby is the Global Fundraising Chair of the Novak Djokovic Foundation (NDF), a non-profit whose mission is to build education infrastructure and programs in struggling Serbian communities.

The foundation's website and social media credits Gatsby as the strategic planner behind the NDF charity galas in July and September 2013 in London and New York that were attended by a range of VIPs, including actor Andy Garcia, fashion designer Tommy Hilfiger, and tennis legend John McEnroe. Both Djokovic and Ristic, the chair of the foundation, have thanked Gatsby on their Twitter accounts.



Milutin Gicic

Profession	Philanthropist, Entrepreneur, Movie Executive
Date of Birth	March 15, 1973 (41 years old)
Place of Birth	Belgrade, Yugoslavia
Nationality	Serbian
Religion	Eastern Orthodox Christian
Residence	27 Rue Jean Mermoz Paris, France
Preliminary Assessment	No derogatory information uncovered, purported connections appear legitimate



Photographs from these events further confirm that Gatsby is a close friend of Djokovic and his celebrity associates.



From left to right, Gatsby with Djokovic, Sarah Ferguson, Duchess of York, and actress Goldie Hawn at various NDF events.

According to Ristic, the foundation has raised over \$3 million with much of the credit due to Gatsby, whom she has publicly praised. She has mentioned Gatsby by name in interviews with various media outlets, saying that his connections and fundraising strategies “made this [newly constructed Serbian] school possible and will make the next ten schools possible.”

Gatsby has also launched a partnership between NDF and MindUp, a program of Goldie Hawn’s eponymous Hawn Foundation, which teaches social and emotional learning skills to teachers and children.

Stewardship of and Commitment to amfAR

Gatsby is a Global Fundraising Ambassador for amfAR, one of the world’s largest and most influential HIV/AIDS nonprofits, and is a chair of its annual Cinema Against AIDS amfAR Dinner in Cannes, France. According to press releases issued by amfAR, Gatsby has played a pivotal role in securing some of the most lucrative items for the charity’s annual auction, successfully raising millions of dollars for the organization.

- In 2008, Gatsby purchased a €300,000 guitar at the auction and then gave it to Madonna as a donation for her charity Raising Malawi.
- In 2013, amfAR credited Gatsby with securing three seats next to Leonardo DiCaprio on a spaceflight flown by Virgin Galactic, which sold for €3 million, then the highest price ever paid at the organization’s annual auction.

- In 2014, Gatsby urged famed artist Damien Hirst, who artnet.com claims is a good friend of Gatsby's, to undertake a project that would coat a 10,000 year-old fossilized mammoth skeleton in gold. The piece sold for \$15 million at the amfAR dinner, displacing the Virgin Galactic flight as amfAR's all-time highest-selling auction item.

Celebrity and Hollywood Connections

Gatsby enjoys friendships with members of the Hollywood A-list, relationships he leverages for the financial benefit of the foundations he supports.

- Gatsby partnered with Hollywood producer Harvey Weinstein, models Milla Jovovich and Heidi Klum, actor John Travolta, and fashion designer Kenneth Cole, in organizing an annual benefit dinner for amfAR.
- Gatsby apparently has a close relationship with Sarah Ferguson, the Duchess of York, who is a Global Fundraising Ambassador for the NDF. She is also an active participant at amfAR events.

Burnishing his Hollywood credentials (or perhaps establishing them), Gatsby was the executive producer of the 2009 movie "City Island." Although it was an independent film, it featured well-known actors Andy Garcia, Julianna Margulies, and Alan Arkin. The movie received generally positive reviews from critics but was unsuccessful at the box office, taking in only \$6.6 million in ticket sales on a \$6 million budget. Gatsby has no other known production credits.

According to a profile published in Chilean fashion magazine Caras, Gatsby is married to Chilean model and actress Carolina Parsons. According to the article, the two were introduced by their mutual friend, supermodel Naomi Campbell. Gatsby was married once previously and has at least one child from his first wife.

The name "Gatsby," which Milutin Gicic has informally adopted as part of his public persona, carries a notable connotation in American culture, one that Gatsby claims that his grandfather may have influenced. In F. Scott Fitzgerald's 1925 novel "The Great Gatsby"—widely considered one of the greatest American novels—protagonist Jay Gatsby appears to be a wealthy, established socialite, yet has actually hid from public view the unsavory fact that he made his money from bootlegging alcohol and that Gatsby is not his real name. Gicic, in a 2013 interview with fashion journal Women's Wear Daily, claims that his grandfather was the inspiration for the Gatsby character. According to Gicic, his grandfather and Fitzgerald's spent time together in Paris and Cap d'Antibes, France. In the quote published by the journal, however, Gatsby claims that his grandfather met Fitzgerald in 1926—a year after the book was published. This undermines his claim that Jay Gatsby is based on his grandfather.

French Business Activities

Gatsby is involved in two French businesses, Vision Group and Sci du Bon Lys, which he jointly owns with Serbian businessman Andreja Grozdanovic. Filings with the French government provide the following details about his business partner, Grozdanovic:

Full Name	Andreja Grozdanovic
Birth Date	1 July 1965
Birth Place	Belgrade, Yugoslavia
Nationality	Serbian
Current Address	Belgrade (2014)

The Vision Group has several declared purposes in its government filings:

- Facilitating the import and export and purchase and sale of wholesale and non-wholesale manufactured and hand-made leather goods
- Selling goods by any modern means, including Internet marketplaces, showrooms, and wholesale depots

Sci du Bon Lys is a real estate firm incorporated in Paris.

- The business's stated objective is to purchase a building located at 31/33 Rue de Lisbonne in the 8th arrondissement of Paris.

Both firms share the same location at 37 rue d'Amsterdam in the 8th arrondissement Paris. No other information was available about the source of Gatsby's income.